BUSINESS CODE

1. The Member agrees to contract none of the following types of local or national advertising:

   a. Any advertising statement which the station knows to be false, decepting, or grossly exaggerated.

   b. Misleading statements of price or value, or misleading comparisons thereof.

   c. Unfair attacks upon competitors, competing products, or upon other industries, professions or institutions.

   d. Any remedy or other product the sale of which or the method of sale of which constitutes a violation of the law.

2. The Member agrees not to contract the following types of local or national advertising unless specifically approved by the college administration:

   a. Any spiritous or "Hard" liquor.

   b. Any horse racing or gambling enterprise.

   c. Cures and products claiming to cure.

3. In news programs, the advertiser or his agent may not exercise any control over the news broadcast. Any contract which includes such a provision will be unacceptable. There will be a distinct separation between news and commercial copy, and no copy tending to disguise a commercial as news will be acceptable.

4. The books of the Member station must be audited once a year by a Certified Public Accountant or by an individual authorized by the college administration. The station will make the auditor's report available to the Business Manager of the IBS or his representative on request. All information will be held in strict confidence by the Governing Council.

B 153E - 2/28/49